

U.S. Army Recruiting Command

Fiscal Year 2010 Missions: Active Army 74,500; Army Reserve 17,000 (reduced from 20,000 in Apr FY10)

March 2010 Mission Accomplishments: We recruited (accessed) 6,615 Soldiers for the active Army against a monthly goal of 6,389 (103.5%) and 1,898 Soldiers for the Army Reserve against a goal of 1,714 (110.7%).

Fiscal Year 2010 Accomplishments: As of 26 March 2010, we have recruited (accessed) 36,129 Soldiers for the active Army against a year to date goal of 35,290 (102.4%) and 10,999 Soldiers for the Army Reserve against a goal of 9,360 (117.5%).

Key Messages

- Recruiting success continues in FY 10, but the Army and the nation still face challenges as we recruit for the All Volunteer Force.
- We are recruiting during a period of persistent conflict.
- We have seen increased youth propensity to enlist; however, parents have concerns about risk.
- Historically, an increase in unemployment has resulted in an increase in Army enlistments.
- Fewer than 3 of 10 17-24 year old youth are fully qualified.
- One in five youth fail to graduate high school
- Increased obesity rates among our nation's youth – one in five youth 12-19 years old currently overweight, compared to 1 in 20 in the 1960s. Projected to grow to 1 in 4 by 2015.
- Public support to Soldiers remains strong. However, need more Americans to: Step forward and serve.
- Support a youth's decision to join the Army.
- Not just an Army challenge – A challenge for the nation . . . How can you help?

USAREC Commanding General's Enduring Priorities

The command will succeed or fail as a Team.

None of us can do this alone. Teamwork is key to continued success.

Quality of life

The quality of life of USAREC Soldiers, Civilians and Families is every bit as important as the annual recruiting mission. We take care of our people; they take care of the mission and our Team becomes stronger.

Discipline with Army Values

As the Army's trusted ambassadors to the American public, recruiters must be disciplined and adhere to the Army Values and Warrior Ethos at all times.

Communicate and enforce standards

Standards must be clearly communicated and enforced at every level of the command. Adherence to standards is the hallmark of a quality organization.

Transformation

Pinnacle/Human Resources Center of Excellence - Developing and integrating best practices in recruiting to move us forward into the future, constantly improving our organization and embracing transformation as a way of life.

USAREC Vision Statement

"America's Army Starts Here"

An All-Volunteer Team Sustaining an All-Volunteer Army – A Mutually Supporting Relationship with Families & Communities Enabled by a Network of Shared Knowledge Using Leading Edge Technologies & Premier Recruiting Practices.

Did You Know?

- In Fiscal Year 2009, Soldiers completed 1,469 Associate Degrees, 1,591 Baccalaureate Degrees and 962 Graduate Degrees.
- The Army spent a total of \$219.5M on higher education tuition assistance in Fiscal Year 2009.

These key messages are provided to help Recruiting Command personnel respond to questions from the general public and the news media. For current key messages and additional talking points, go to the G7/9 Page on the USAREC Intranet Portal or call (502) 626-0167/0164. This product is also available online at www.supportrecruiting.army.mil.

Produced by the USAREC G7/9 Public Affairs Division - April 7, 2010

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tion about all things related to Army recruiting. Check it out, and become a fan at:

below address. This is a great tool to keep up with news, resources, events and information about all things related to Army recruiting. Check it out, and become a fan at:

U.S. Army Recruiting (USAREC) now has a Facebook page available to everyone at the **U.S. Army Recruiting Command on Facebook**

submitted so their enlistment (ship) date is not affected. Reference USAREC Msg 10-108. As it currently stands anyone scheduled to ship on or after July 1, will have to have the new certificate. USAREC G3 is advising that all members of the DFP/DTP have a DD 372 incorporating state-of-the-art technology to limit the possibility of document forgery. On July 1, the Vital Statistics Record Office will begin issuing new birth certificates before that date, all birth certificates will remain valid.

Puerto Rico Birth Certificates

A new law to become effective July 1 will invalidate all birth certificates issued by the Puerto Rico Health Department, through its Vital Statistics Records Office. Until that date, all birth certificates will remain valid.

We do not address sexual orientation when recruiting Soldiers so we anticipate no impact on Army accessions at this time. Our goals remain unchanged, to recruit the best qualified to serve our Army. Current policy remains the same until the law is changes. While the commander in chief has made a renewed call to repeal the Department of Defense's 'Don't Ask, Don't Tell' policy, he has also stated that the military must not ignore the law that now governs that policy.

One of the seven Army values is respect and it is expected that all Soldiers treat each other with dignity and respect.